METHOD AND SYSTEM FOR CONTENT PROFILING AND ACTIVATION

ABSTRACT OF THE DISCLOSURE

The present disclosed system is directed toward a communication and management system that dynamically targets network devices for content deployment,

5 such as application programs, device drivers, configuration files, and registry subhives. Moreover, the present system targets users of network devices for promotions, such as advertisements offered by Internet e-commerce sites. Promotions are generally icons or graphic images with links to host web servers overlaying a video display, but also includes audio and video clips or data streams. Network devices and their users are

10 targeted through user profiles. User profiles are created when network devices register with the system server and are continually updated with information provided by user activity and event logs that are periodically uploaded from each device. A scalable messaging system is provided for data transmission between the system server and among the network devices such that it is neutral as to the specific hardware platforms

15 on which it is implemented.